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I felt that I should write to acknowledge and thank you for the impact that your campaigns have had on our business.

Even with a \$10m + turnover and a growing business, we were no longer in a position to employ a full time Telesales person. Since engaging CBSL in our first trial and subsequent campaigns we have received more appointments and leads than we had with a full-time employee.

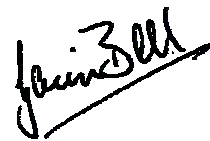
You have in a very short space of time taken on board and understood what is a very wide and technically complex product, understanding of it's application and markets. This I feel has been fundamental to the success.

The response from databases that you had independently sourced for us certainly proved to me the value in visiting green fields and was reassuring to know the business is out there. An appointment rate of 10% using a database of our installed Customers has exceeded all of our expectations and I am sure will be a key factor in the proliferation of our new products to market.

It's great to see our Sales team squirming to prioritise their appointments!

Please accept my sincere thanks and pass them on to the rest of the team.

Yours sincerely,



Gavin Bell
Sales & Marketing Manager
Hexagon Metrology UK

Wood brown & sharpe

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